

WHAT IS CLAIMED IS:

1. A method of making a sale offer over an electronic network system, comprising the steps of:
 - randomly generating an offer to purchase a product or service on the electronic network system;
 - communicating the randomly generated offer through the electronic network system for a predetermined period of time to one or more selected potential buyers connected to the electronic network system;
 - completing the sale of the product or service through the electronic network system in response to an acceptance of the offer by a buyer within the predetermined period of time; and
 - removing the offer from the electronic network system should the buyer not accept the offer within the predetermined period of time.
2. A method for using an electronic network system to facilitate a transaction between a seller and a buyer, said method comprising the steps of:
 - inputting a sale offer parameter for randomly generating at least one sale offer to purchase a product or service;
 - randomly displaying, through the electronic network system, the at least one sale offer to a selected buyer at an unexpected period of time; and
 - withdrawing the display of the randomly generated sale offer in response to an absence of an indication of acceptance of the randomly

10 generated sale offer by the buyer within a predetermined period of time
after the step of displaying the randomly generated sale offer.

3. An apparatus for facilitating a transaction between a buyer and a seller,
comprising:

a storage device; and

a processor connected to the storage device,

5 wherein said storage device stores a program for controlling the
processor, and said processor is operative with the program for:

providing, on a Web site, to one or more selected buyers, a notice
of a randomly generated sale offer and an acceptance form;

receiving the acceptance form completed by the buyer, the

10 completed acceptance form being received in response to the sale offer;

receiving a payment identifier from the buyer specifying a credit
card account, the payment identifier being associated with the sale offer;
and

providing payment to the seller by using the payment identifier.

4. An apparatus for facilitating a sale offer transaction between a seller and a
buyer, comprising:

a random sale offer generating device configured for randomly
generating an offer to purchase a product or service on an electronic
network system;

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6. A method of making a sale offer from a seller to at least one buyer visiting a Internet web site, comprising the steps of:
- displaying, on the web site, a sale offer of a product or service to the at least one selected buyer at a random point in time unknown to the buyer; and
- 5 withdrawing the displayed sale offer from the Internet website when the at least one buyer does not indicate acceptance of the sale offer within a predetermined period of time.
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7. A system for providing an electronic sale offer from a seller to at least one selected buyer visiting an Internet web site, comprising:
- a generating device for generating an electronic sale offer of a product or service based on at least one parameter defined by the seller;
- 5 means for displaying the electronic sale offer of the product or service to the at least one selected buyer visiting the Internet web site at a point in time unknown to the buyer; and
- a timing device in communication with the generating device and the display means for withdrawing the displayed sale offer from the Internet web site if the at least one buyer does not indicate acceptance of the offer within a predetermined period of time.
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8. A method as set forth in claim 1, wherein:

said electronic network comprises a plurality of nodes each configured for generating one or more sale offers.

9. A method as set forth in claim 1, wherein:

Selection of buyers is based on the presence of a software module operating in conjunction with means for connecting to the electronic network system.

10. A method as set forth in claim 9 wherein:

said electronic network comprises the Internet.

11. A method as set forth in claim 10, wherein:

said software module operates in conjunction with Internet browser software.

12. A method as set forth in claim 11, wherein:

said software module comprises a plug-in operating in conjunction with said browser.

13. A method as set forth in claim 10, wherein:

said software module monitors the particular Internet World Wide Web ("Web") sites visited by a buyer.

14. A method as set forth in claim 13, wherein:

- said monitoring includes communicating information about a visited Web site through the Internet to an offeror.
15. A method as set forth in claim 14, wherein:
the offer to purchase is communicated to a buyer via said software module.
 16. A method as set forth in claim 15, wherein:
said offer is displayed on the browser only if a buyer is browsing a Web site associated with the source of the offer.
 17. A method as set forth in claim 2, wherein:
the at least one sale offer is randomly displayed to a selected buyer only on condition that said buyer is connected to a portion of the electronic network system which is linked to the seller.
 18. An apparatus as set forth in claim 3, wherein:
said notice of sale offer is viewable in conjunction with a program operating on a system used by the one or more selected buyers to view the Web site.
 19. An apparatus as set forth in claim 18, wherein:
said program comprises a Web browser program.

20. An apparatus as set forth in claim 17, wherein:
said program further includes a software module operating in conjunction with said browser.
 21. An apparatus as set forth in claim 20, wherein:
Said module comprises a plug-in module operation.
 22. An apparatus as set forth in claim 21, wherein:
said plug-in module monitors the particular Web sites visited by a buyer;
 23. An apparatus as set forth in claim 22, wherein:
said plug-in module communicates information about a visited Web site to an offeror.
 24. An apparatus as set forth in claim 23, wherein:
the offer to purchase is communicated to a buyer via said software module.
 25. An apparatus as set forth in claim 24, wherein:
said offer is displayed on the browser only if a buyer is browsing a Web site associated with the source of the offer.

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